

# FOODPANDA HONG KONG LEADS THE DEVELOPMENT OF THE DELIVERY INDUSTRY

Since launching in Hong Kong, foodpanda's business strategy has effectively met diverse customer demands and fuelling impressive business growth, solidifying its position in the market.

Since entering the Hong Kong market in 2014, foodpanda has grown into a one-stop shop lifestyle platform, boasting a network of more than 14,000 restaurant partners. The platform has also spearheaded the growth of quick-commerce delivery through pandamart, an on-demand 24-hour online supermarket, and foodpanda mall housing a comprehensive network of retail partners that caters to a wide range of shoppers' needs for their every occasion.

## Hong Kong's Consumer Demand Fuels Expansion

The platform's growth has been fuelled by increased consumer demand for choice, convenience and efficiency. According to Ryan Lai, CEO of foodpanda Hong Kong, the city still presents plenty of opportunities for the company to tap into.

"This trend illustrates that the local demand for delivery services will continue to grow steadily, and that there remains ample room for development in the market", Lai said.

"In addition, Hong Kong is defined by its vibrant culture, fast-paced life and exceptional convenience. Its abundance of world-class food, retail and lifestyle options reflects the diversity and vitality that inspire our work every day."

## Paving the Way for Sustainable Delivery

While continuing to expand its business in Hong Kong, foodpanda remains dedicated to environmental sustainability. Beginning late 2024, foodpanda has been collaborating with a technology firm to support the widespread adoption of eco-friendly electric motorbikes among its couriers.

Since introducing the cutlery opt-out feature in 2018, customers have opted out



**“Hong Kong's abundance of world-class food, retail and lifestyle options reflects the diversity and vitality that inspire our work every day. ”**

RYAN LAI

CEO

foodpanda Hong Kong

of single-use cutlery on over 86 million orders. Furthermore, the delivery platform piloted the first-ever reusable packaging programme within the delivery industry from 2022 to 2024. These initiatives are part of its ongoing efforts to reduce single-use plastic waste, and to raise awareness about eco-conscious consumption behaviours. Since December 2022, when placing an order through the foodpanda app, customers are able to optionally donate to "Foodlink Foundation", a local charity we have partnered with that provides hot meals to those in need. To date, this initiative has delivered over 130,000 hot meals to beneficiaries.

InvestHK's expertise and extensive network has proven invaluable and essential in helping foodpanda grow sustainably and strengthen their business ecosystem.

Looking ahead, foodpanda Hong Kong will focus on enhancing its value proposition by offering more choices to customers, strengthening its operations and enabling more efficient deliveries.

"We are deeply grateful to operate in such a remarkable place, and we remain committed to giving back to our vendors, couriers and customers, ensuring that our growth contributes meaningfully to the community we are proud to be part of," Lai concluded.



## foodpanda

- foodpanda Hong Kong was established in 2014. Its Berlin-based parent company, Delivery Hero, is listed on the Frankfurt Stock Exchange

- foodpanda Hong Kong owns pandamart, a 24/7 online supermarket, while foodpanda mall hosts partnered retailers, offering diverse, fast urban online shopping

- It operates in 10 markets across Asia Pacific, including Singapore, Hong Kong, Malaysia, Pakistan, Taiwan, Philippines, Bangladesh, Laos, Cambodia and Myanmar

 [foodpanda.hk](http://foodpanda.hk)

